

Sales and Marketing Executive

JOB RESPONSIBILITIES/ DESCRIPTIONS

Coordinate Concrete Sales & Achieve Targets:

- Coordinate concrete sales activities and ensure sales targets are met for the region.
- Develop and implement sales strategies to increase market share and revenue.

Client Relationship Management:

- Build and maintain strong relationships with key clients, including construction companies, contractors, and distributors, ensuring long-term business partnerships.
- Provide technical support and consultation to clients regarding cement products and their applications.

Finance Liaison & Collections:

- Liaise with the Finance Department on customer accounts and approval of Purchase Orders (PO).
- Manage collections and ensure customers pay within agreed terms.
- Market Research & Competitor Analysis:
- Conduct market research to identify new sales opportunities, market trends, and potential areas for business expansion within the cement industry.
- Monitor competitor activities and market conditions to adjust strategies accordingly.

Sales Forecasting & Reporting:

- Prepare, check, and update daily and monthly project lists and sales analysis for the region.
- Prepare accurate sales forecasts based on market analysis, historical data, and client demand.

Pricing Strategy Development:

- Develop and implement pricing strategies that are competitive yet profitable, considering market demand, production costs, and competitor pricing.
- Regularly review and adjust pricing structures in collaboration with the Finance Department.

Product Knowledge & Training:

- Stay updated on the latest developments in cement products, technologies, and industry standards.
- Organize training sessions and workshops for sales teams and clients to enhance product knowledge and effective sales techniques.

REQUIREMENTS/ QUALIFICATIONS

- Candidate must possess at least a Bachelor's Degree in Marketing, Business Studies/Administration, Economics, or a related field.
- A minimum of 2 years of relevant marketing experience is preferred.
- Excellent communication and interpersonal skills are essential to interact effectively with clients and team members.
- Strong negotiation and presentation skills are crucial for securing deals and delivering compelling pitches to potential clients.
- Self-motivated with a proactive approach to problem-solving and achieving targets, ensuring continuous progress and goal attainment.
- Ability to work independently and within a team to foster collaboration and achieve shared objectives.
- A valid driver's license and willingness to travel as needed to meet clients, participate in marketing activities, and oversee regional operations.
- Proficiency in English and Malay is required, while Mandarin is an added advantage for expanding communication with a broader client base.

HOW TO APPLY

Interested candidates are encouraged to submit their resume along with a cover letter detailing their qualifications and interest in the position. Please email your application to HR at innocement@sedc.com.my. In addition, kindly include the following documents:

- **SPM certificate**
- **Diploma/Degree certificate**
- **University transcript**

Ensure that all documents are attached to your email for a complete application. We look forward to reviewing your application and appreciate your interest in joining our team.